monday
@ 11am
w/ Annette

18-24
I Camel Filters

like flava / bullseye
"Special Char!"
like ph - good lkg

PNC Control

+
like of ph, mermaid, shark

funny ~~[illegible]~~ boxer shorts
liked 2nd group better

–
Sold looks diff in ad than pack

1st 3 = macho image, layed bk
like back/front ads

would catch your eye
= colorful

ph guy ≠ adv guy
1790 1990
ancient modern
[illegible]

Navy cut? means what

why is Oventor based on pk - key per

of Players name

Navy cut means Him

macho, free spirit

Stuck is ridiculous - can't smoke

next 6

Loves the sea, very adventurous
likes to be alone, quiet, likes rough, rugged
carefree, not a worrier wild [illegible]
Auto

dislike heavily romantic, serenade
too much for this macho guide

he lives for today
lives on the sea
his solitude is viewed positively (by most)
he's a leader, not boring can have fun with -
acts on his own
he's in charge

Some recall of old Commercials

- music perception
Classic Rock
Folk music, old protest music

Wrong kind of guitars

looks 30 - 35
he's a cool guy overall

Serenade he can be in more control over mermaid.
She should be behind him

a little too mushy (Pegasus?

like guy - looks good not overly handsome
like cool Marl. image

Some humor
cool lifestyle
he's free -- good attitude
no laws

Male PNC would fight
Camel would sit back + watch

NEG
- lighthouse
- Sunset
- popcorn
- sword [illegible]

POS
pier.
Shaker
boxers
motor bt
Sandcastle

PNC = good cig
cig wh

Navy is weak

+ Smoother "Sucking" Smoke
↓
not macho

like smooth smoke better

Sw overall + — you can't overdo this

Far flavor = lights are weak

No headline was preferred

Smoother – best descriptor

(5) ++Finest cut = good choice of tob
variety mix
quality
time & effort goes into it

real taste = old & boring
rich ≠ turn off   sounds like coffee
++ genuine ~~good~~ = original
unique
original   mixed word has been used often
~~authentic~~ ≠
(winter #3) + smooth taste – good
mellow & relaxed
works w/ sailing
legendary – fits her
Marl can say this (25 yrs)

Ph = unique

⇒ Pkg cool
looks foreign

high interest in the

pkg connotes quality > effort into ph look

Ph has a storyline behind ~~it~~

Back – too many words
move the numbers
or play in the boxes

Dutch ⑦

PNC macho, strong
nice taste good bite
good pic of cig

Players Lts > ~~Dave~~ > Camel
stronger
pkg too sim to PNC ff
↓
also smooth~~est~~ vs. Camel vs. Marl Lts

Premium – too bulky
look more expensive

#2 Camel Lts

Camel - looks ~~smooth~~
smooth char

Merit - old air
Camel - smooth, up to date

Contrast 3
looks good collage
unusual [illegible] very other
Some - old-fash, too old, "cartoonish"
old-fash
looks like ad for an old brand
+ rugged

too tied to ocean
+ humorous
ad unexp for cig

+ diff to see the back of ad
+ appealing in action
cardbd ch—
too gentle w/ women

he's alone
but too happy
Idea is too perfect

New 6
rugged, adventurous
+ [illegible]

Adventurous
float sword
& riding whale

he's enjoying himself too much
(Indiana Jones was > serious)

Seems successful

Well adv deal

PNC = Yogi Bear
Camel = Bart Simpson

Can relate to Camel activities, NOT PNC

Negative campaign reactions

Cig seems harsh, stale, strong

- FC Tobacco

good blend
quality
care has gone in

maybe cut finely : lighter

- real taste ~~FF~~ little air
no hidden tastes

- genuine - diff : taste
natural unique

- smooth taste : lighter, not burn
- rich taste some wonderful
full bodied like coffee
sounds like a cake, not dog

- ~~authentic~~ = harsh, roll your own
much flavor

- original -- too usual

Want to try

Pkg

like, colorful
> dull image than adv, less cartoonish
but colorful

like Lights pkg

don't like red
face is > anchored, < [illegible] than adv.

PM smoothest of Cart + Mac
due to water ac on pk

like Princes pk
Seems like an import

③

Marlboro ~~$~~Red 4Us

control 3

Cute & goofy
diff than others
colorful
entertaining/comical/clever

Appeal: new smokers, ex military

drawing = too cartoonish
doesn't need to be

Camel art is cool, ~~[illegible]~~ comical
always smok
PNC not always smoking
Camel artwork is > PNC

can better relate to Camel lifestyle

Marlboro → "strong", macho, not for girls
sounds non-filter

geared to older 50+
& 30-40's

PNC seems removed from todays
Sense of Style

overall, like pack

when you turn the pg, it seems like
everything is a fetish , sword weapon

Sailors life is simple & old fash

Romanticism -- may go too far
looks adventurous
free to get up & go

he should be Smoking
PERSON not Props

Popcorn - looks more realistic,
proud, happy, romantic

Should go too far

Sunset Sense of wonder , relaxing, romantic

content

too macho, pushy, tries too hard
like a Superhero

≠

riding shark
of greeting card.

WISH HE WAS

Sailor s/b younger
conf, not cocky
< perfect
more w/ the time, modern dress

need a '90's sailor on ~~battleship~~ PT boat

< active
s/b hanging around w/ people
show in a social setting,
socially acceptable

// top 1 pg of Serenade (lighthouse is liked)
simple, likeable

(2-3) don't like oriental blend callout

// FCT → pick of the crop
appealing mixes
Real → strong, PF, not chemical
Genuine → sounds like beer, established, tried + true
Smooth = Camel
Rich - women feel, like coffee
Authentic too long a word
Legend ≠ Original ?

Copy lines

1) Not around long enough to call Famous
"FF finds its way West"
2) Smoother [illegible] ... fits the [illegible], like
doesn't sound harsh [No recall of lite on]

3) go over NU

PM

P/K is cool
Doesn't look cartoonish
looks > adult
looks like a sailor
he's a single sailor, hard working
Back is good, looks old/fast, single
in a pos way.

Seems stronger
PM Lts seems > Marl Red

1 Cam FF strongest
2 Navy FF
3 Marl Red
DNC Lts
4 - Camel Lts
6 - Marl Lts

Ultra = light cig

Smoothness

FF Camel } mixed choice
Marl
P NC more sounds harsh + red letters

PNC blue colors make it look smoother than Marl Red, Camel Yw
Red = harsh

Camel Lts → smoothest
Marl Lts
PNC less smooth 4
Marl = 1 vote
PNC → 4 = smoothest

Princess Pack

look cool but not portable

nearly all prefer Smaller box

④ Camel 25-34

pkg doesn't look Amer, → British, Europ.

like it, ~~interesting~~ like Camel
doesn't blend in, diff

looks like bringing back something old

FF, strong taste
little thick cigars maybe in there
funky

blue & lt blue are cool colors

pkg looks healthier w/ blues

ADS

Control 3 don't like, bored, pretty stupid
clever cute favorite
unusual for a cig
amusing
what is it
why in Shapes

NC diff type of Marl man

PNC Sgt., not as macho

New 6

like these ~~better~~
more action
lighthearted > humor
pge humor payoffs

Outdoorsman
adventurous
"Sean Connery"

these 6 make him seem > adv. or
get to know him, more character

→ interesting, but wouldn't buy

romantic ∴ positive
humor comes through

– poor connection between PNC adv. & cigs/smoking

age group M 20-30
18-24

older → early 30's
30-40's pictures seem older

character → very appealing
handsome, etc. he's enjoying life

Main Idea: adventurous type of person
doesn't take life too seriously

adv not approp. for cigs since
there is no relationship
between adv. & PNC

because

+ he's not holding cig. in
every ad. Cause have pack in pocket

colors & graphics do capture your attention

1- Boxer shorts & mixed feelings good - relaxed atmosphere shows vulnerability
too risque

2. Serenade - where is he? only see the lighthouse
& wouldn't open + cig

LIKES	DISLIKES
3 Sunset	5 Sandcastle
4 Swashbuckling	
9. Marabou	6 whalewatching - mixed

love action

7 Mermaid - neutral good bec he has a cig
8. Shark riding ✗

The Four Seasons
Ben Hill

PNC : Situations

Red Flag 2
1. "Macho" - needs to be man
2. active + fun
today
where is he?
18th cent = disconnect

3. Sociability
intro other people
Phase I
* Boxers?
* Mermaid
* Serenade on - lighthouse
* Motorboat?

4 SITUATIONS

Humor? Surprise [illegible]

1. outdoor board: football etc.
Sailor w/ diving helmet during deck football
* now have solved problem
ACTIVE, SOCIAL

2. diving from crow's nest ✓
& mermaid sitting on rock
w/ Glamour setting
macho, [illegible], ship in back

3. Sailor w/ sword up to his neck ✓
next pg surrounded by Natives
Wry - I'm [illegible]
5 - Banquet to mermaid w/ shark infested waters

4. Standing next to cannon
he's holding a cannon ball &
he's bowling w/ it on deck

30 |
interviews

[redacted] got > & > into it as looked at more

liked surprise element (not like swashbuckling which was ~ forced & left them flat)

fun game to anticipate next one

activities more relevant, social situations,

liked M-F rel'ships

like this multi-dimensional personality

not perceived as wimpy this time

LIMBO
his sociability/pers. is > impt to establish early on

> comments that PNL is closer to Camel
fun & goofy attitude

pooch well-liked

Boxer - weakest, ~~flattest~~, lower, least action

#1 **Limbo** - best liked, most extreme

Motorboat well liked, adventurous, liked the grin on his face

Football: clever, ok, helmets

Bowling: mixed reactions ⇐ didn't like sport
maybe needs more socializing
ingenious, liked details

Serenade - well-liked, not a womanizer
one-woman man

Mermaid - very positive

Bouquet - mixed, dangerous, adventurous second tier { it's a pretty picture

Diving flat, some confusion

he's not smoking

① Mal. 25yrs

ridic, 40's, motorboat would get attention

cig = Camel NF

1843 like a rough old fisherman - beard, hard eyes

funny & antisoc.

can't relate to - he looks like a bum

doesn't look like a military sailor

Football - ridic - helmets too heavy

can relate to him better than 1843

Serenade 1st pg + inside sp.

he's romantic

Bowling

cool, would stop + look

interesting artwork details

he's a goof off

Limbo

fun ad

a lot of women ∴ he would be a friend

he's a partyer

like this ad

#1 Bowling

#2 motorboat

#3 Limbo

least

- Boxer Shorts
- football (helmets)
- mermaid

Pan Am
800 - 221 - 1111

Smoker - someone who's looking for something diff

- based on ads - seems strong not for women
age 40's - 50's

② ~~[illegible]~~
Male 30's

PNC	Camel	Packs
4	1-7 (6)	7

ads are neat. likes the front + back illusion
of whole watching
PANORAMIC

likes the ads
would remember

cig = imported prob harsh "navy cut"
like camel non-filter
like the pn - interesting

He's his own man
not interested in refined things
adventurous would go his own way
not concerned about others.
not fastidious

Limbo 18 pg - didn't understand, uneasy
liked all the girls

PNC/4 Camel/6 Marl/7

like other ads better

Bowling
thats funny, short, can relate to
spontaneous
he needs a mischief look
doesn't need outside approval

Football : a little far-fetched
helmets: too heavy

Serenade likes it inventive w/ light shining on him
does things in a diff way
he's romantic, very positive
he thought this thru

Likes		dislikes
mermaid	bowling	football

1st 3 more simple

PNC	Camel	Marl
6	4	2

Pn - ok, bigger, rogues
dont distinc